



SHEPHERD'S RUN

ADAPTIVE REUSE PROPOSAL

I D E N T I T Y

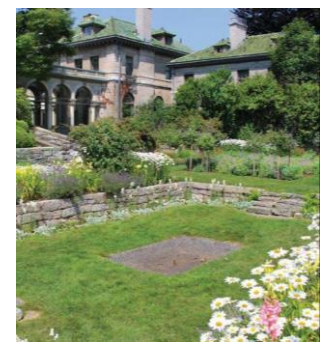
a destination **INSPIRED**
by **PLACE**
and **PURPOSE**

Established in 1933 – Shepherd’s Run, was named after “*Shepherd Tom*” Hazard, the uncle of Elizabeth Hazard Sturges and her husband Rush Sturges. It was designed by Thomas Pym Cope who also designed the nearby Dune’s Club. The house was constructed as a summer retreat; a place of relaxation and rejuvenation.



Designed in the Norman Romanesque style it was built to last; withstanding the seasons of change.

The gardens were crafted by famed landscape architect Beatrix Jones Farrand. Her iconic work included the original White House gardens.





a reimagined HAVEN
for those that seek REFUGE
and REJUVINATION



a pastoral UTOPIA
close to NATURE
true to the SOUL





a rural RETREAT
to GATHER
CONNECT
CELEBRATE
LIVE



REDEVELOPMENT BRIEF

AN ADAPTIVE REUSE DESTINATION

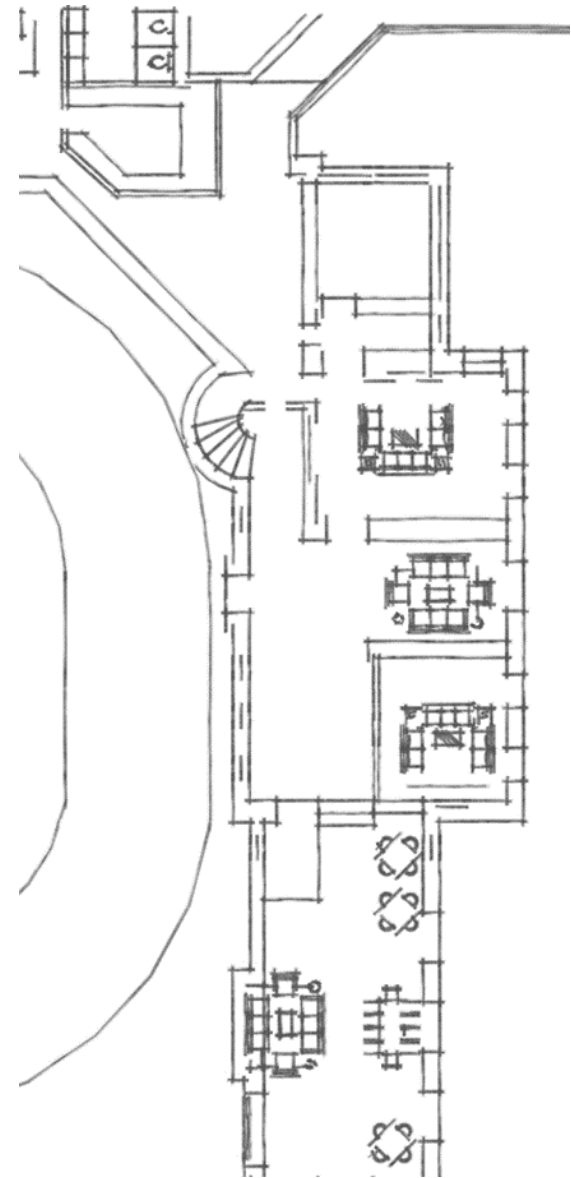
PROPERTY HIGHLIGHTS INCLUDE:

- 36 ACRES
- 50,000 SQUARE FEET OF BUILT INTERIOR SPACE
- 1933 HISTORIC NORMAN ROMANESQUE MANOR
- 33 CONTEMPORARY BOUTIQUE HOTEL UNITS
- ~35,000 BOTTLE WINERY AND VINEYARD
- ~3,500 SQUARE FOOT RESTAURANT
- OUTDOOR EVENT LAWN WITH CAPACITY FOR 400+ PPL
- INDOOR EVENT & WEDDING HALL
- CONFERENCE AND MEETING FACILITIES
- SPA & FITNESS CENTER
- TWELVE PERMITTED ONSITE EXTENDED STAY BUNGALOW SITES



PROPERTY SUMMARY

Shepherd's Run encompasses an artisan hospitality offering, driven by place and purpose. Redevelopment of the 36-acre parcel and 1933 stone manor house into an estate winery, boutique resort, and event venue will encompass a unique destination offering. The property is situated in South Kingstown, RI, just 30 minutes outside of Providence, RI and just a few minutes over the Pell Bridge from Newport, RI. This desirable location, set along the Narrow River, backs up to the John Chafee wildlife preserve with miles of kayaking and hiking out its back door. The property is also located just a few miles from famed Narragansett Beach, as well as short drives to the University of Rhode Island and all that historic Newport, Wakefield, and Providence have to offer.



The vast majority of the existing structures on the property will be repurposed. Schematic floorplans have been completed and are being priced by a local experienced commercial contractor. The original manor house is expected to receive minimal exterior upgrades and a full interior redesign. Two additional dorm style buildings and a chapel were added to the property in the late 50's.



Leave ends of corridor undemolished to reinforce symmetry, create a horizontal datum,

Outdoor terrace seating for Restaurant

Porches at 1st Floor

Vineyard path on axis



AREA DEMOGRAPHICS



Rhode Island may be small, but within its borders is one of the largest concentrations of historic landmarks in the nation, a vibrant arts and cultural scene, miles of pristine coastline, bucolic farmland, and some of the most acclaimed dining establishments in the country. Travel and tourism is one of Rhode Island's most valued industries. With more than 100 beaches, 400 miles of picture-perfect shoreline, historical and cultural attractions, and world-class dining, the travel and tourism industry is a \$5.2 billion industry in Rhode Island which supports more than 41,000 jobs.

LOCAL ATTRACTIONS & POINTS OF INTEREST

ITEM	DISTANCE FROM PROPERTY
John Chafee Preserve	adjacent
Narragansett Beach	3.5 miles
The Coast Guard House	3.8 miles
Historic Wakefield	2.9 miles
University of Rhode Island (URI)	5.6 miles
International Tennis Hall of Fame	16 miles
Newport Mansions	17.4 miles
Fort Adams	19.2 miles
TF Green International Airport	22 miles
Downtown Providence	29 miles
Brown University	30 miles
Rhode Island School of Design (RISD)	30 miles
Boston Logan International Airport	80 miles



SHOWCASING SOUTH COUNTY

South County, RI is home to an array of activities, for those seeking authentic and unique experiences. From its pastoral farms, to its plentiful oceans, its natural beauty is beyond compare. It is a place for those who want to travel off the typical “tourist path” and open themselves up to discovery. The region is steeped in history. History of people willing to take a chance in order to find something better, something that speaks to their souls. South County’s secret beauty is revealed only to those that choose their own way. In the words of one of our greatest New England Poets, it is for those that took the road less traveled.

SOUTH KINGSTOWN DEMOGRAPHICS

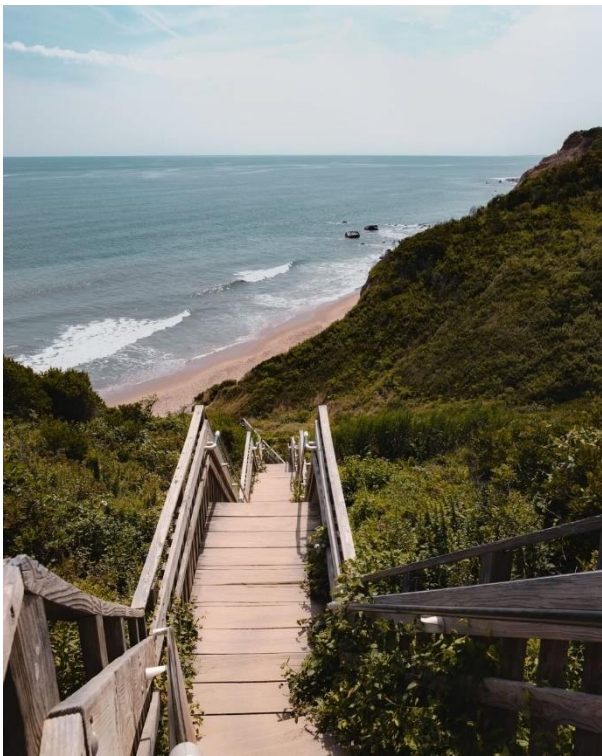
Population at 2010 Census: 30,639.

Population change since 2000: +9.7%

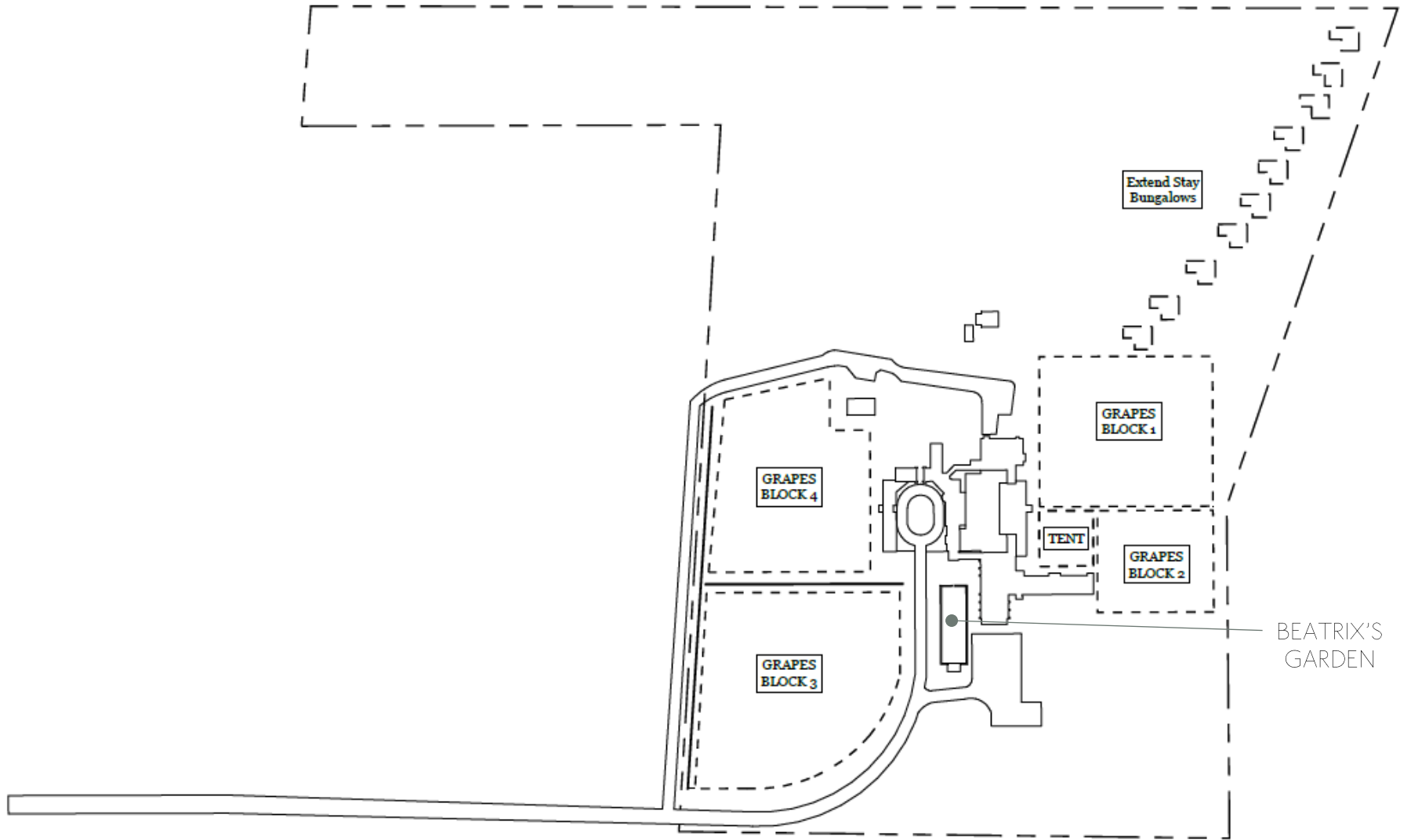
Males: 14,557 (47.5%)

Females: 16,082 (52.5%)

Median resident age: 35.7 years

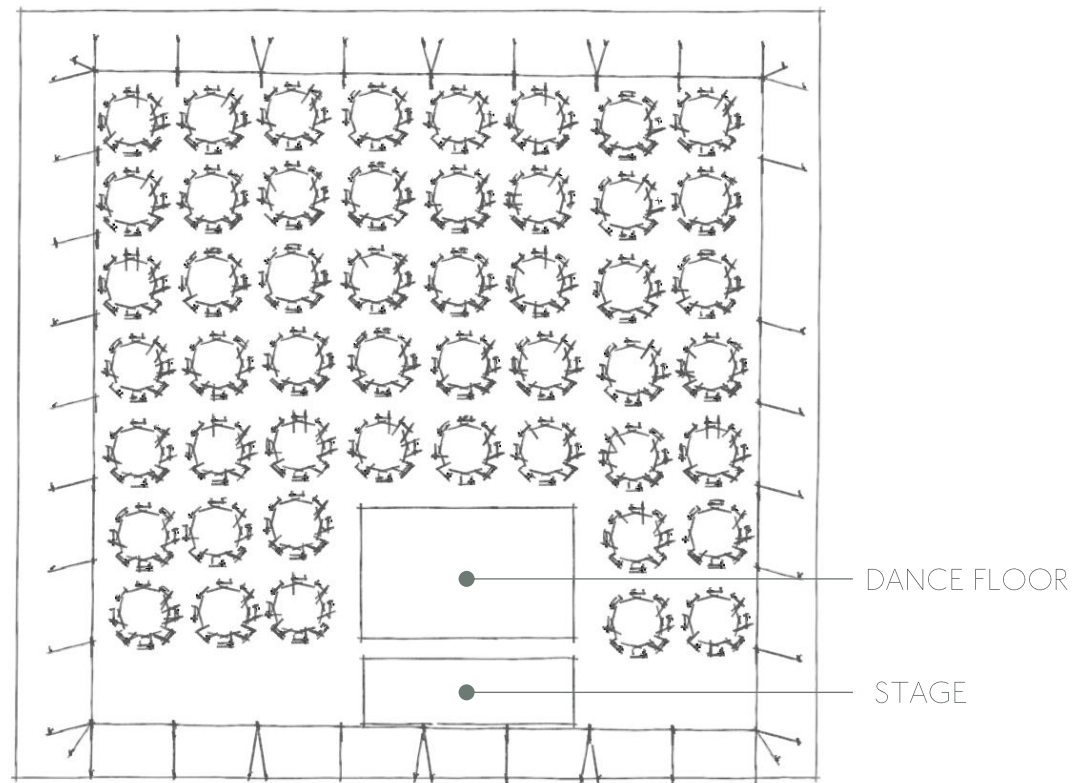


PROPERTY CONCEPTUAL SITE PLAN



DESTINATION WEDDINGS AND CELEBRATIONS

Newport County alone is home to over 600 weddings a year. Shepherd's Run will offer a cost-effective alternative to the traditional Newport Wedding. After redevelopment the property will have a desirable vineyard backdrop, 45 onsite overnight accommodations, 200+ additional hotel accommodations available just across the highway, a non-denominational sacred hall, a variety of pre and post event gathering spaces, spa and fitness facilities, a 400+ person outdoor tented event lawn, and the ability to handle on and offsite catering.



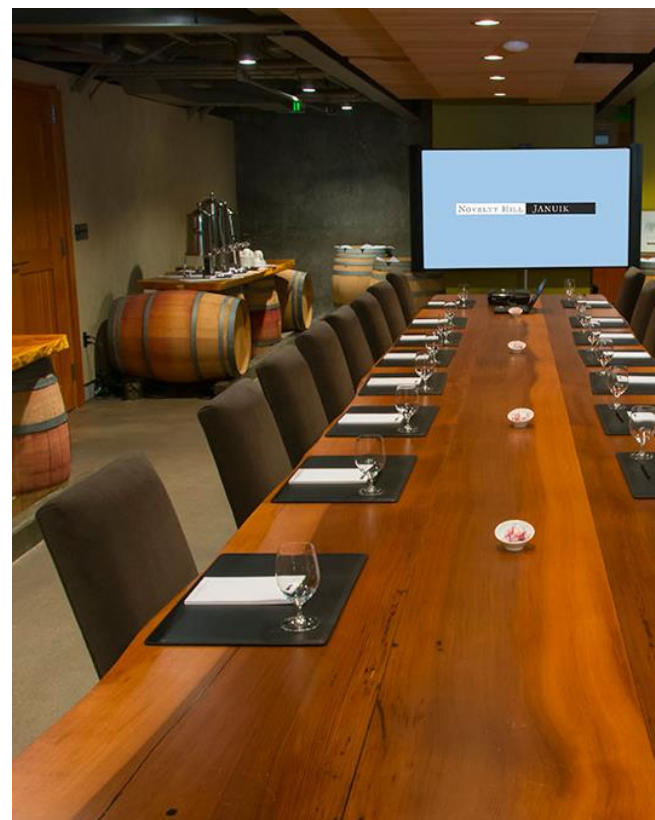
WEDDING TENT LAYOUT FOR 400



CONFERENCE AND EVENT HALLS

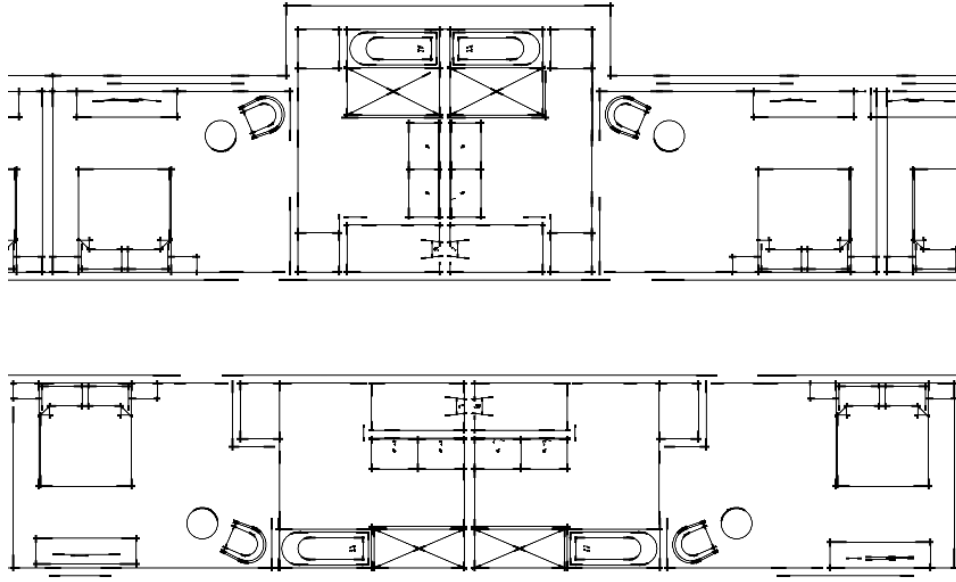
In addition to celebratory and corporate retreat business, Shepherd’s Run hopes to host many community driven events. Events such as farmers markets, lecture series and awards banquets are all contemplated year round uses. Due to the variety of space available Shepherd’s Run can accommodate a wide range of functions from small intimate gatherings to large annual festivals.

FUNCTION SPACES SIZES				
SPACE	RECEPTION	THEATER	CLASSROOM	BANQUET
Vineyard Tent	800	800	333	650
Event Hall	300	300	110	220
Fermentation Hall	75	75	-	50
Beatrix’s Garden	175	175	-	150
Vineyard Patio	920	920	-	-
Salon I	30	30	-	25
Salon III	15	15	-	20
Great Room	85	85	-	55
Conference Room	110	110	50	85
Board Room	56	56	25	43



LODGING

Shepherd's Run will offer 33 boutique New England inspired guest rooms as well as 12 cottages available for overnight guests. The offering is expected to differentiate itself from any existing supply in South County with average nightly rates between \$300 and \$500, consistent with a four diamond or upper-upscale property.



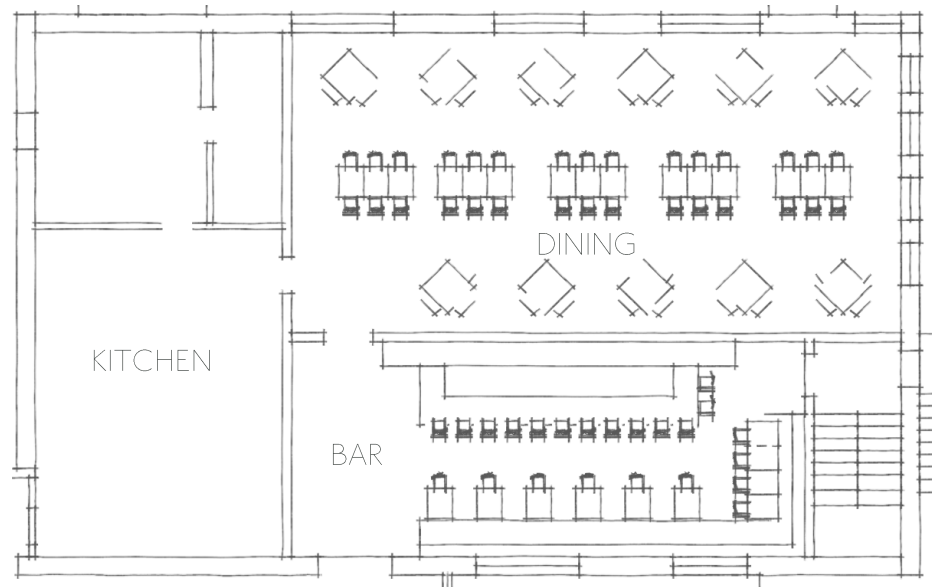
CONCEPTUAL GUESTROOM DESIGN INSPIRATION AND PLAN



RESORT AMENITIES

To compliment the winery, event, and destination experience offered at Shepherd's Run, the property will also include a restaurant, fitness facility, locker rooms, relaxation lounge, and spa treatment rooms.

Both the Restaurant and Spa will be open to local as well as overnight guests.



CONCEPTUAL RESTAURANT LAYOUT



WINERY

Fishing and farming are huge parts of life in Rhode Island. We see the Cellars at Shepherd's Run as an extension of and tribute to that way of life. One that is unique to our region, our people, and our seasons.

Many still don't know that world class wines can be produced in the Northeast. Even a bigger secret is that South Kingstown, RI has some of the choicest land to showcase our terroir. Its proximity to the ocean creates a moderating climate reducing the harsh outcomes of winter. In addition, the gentle slopes and rocky soil are wonderfully beneficial attributes. While we don't plan to be growing dense Cabernets that require the long hot days of California sun, we do plan to offer delicate, complex, and crisp wines that pair beautifully with our New England bounty of seafood and seasonally driven produce.

In addition to our local offerings we plan to produce wine from grapes grown in several other select wine regions of the world. It is our goal to not only showcase how our local viniculture stands up to other more well-known regions but also allow our local guests to experience wines that would balance out our locally harvested crop.

The Cellars at Shepherd's Run will offer a local wine club, with rotational offerings. We will also host winemaker dinners, as well as wine-farm-fishery collaborations, agricultural lecture series and other annual events to celebrate the seasons and agriculture in our region.





RENOVATION, REHABILITATION AND REUSE

One of the major objectives for the redevelopment of Shepherd's Run is to complete a successful adaptive reuse for the property and its existing structures. This reuse is meant to provide an economic benefit for the community as well as celebrate its historic character.

In order to accomplish this, we are proposing minimum adjustments to existing structures. The historic architecture will be preserved and restorations to the interior will be our core focus. Modernization of building systems to increase efficiency and reduce waste will also be of paramount importance.



S P O N S O R P O R T F O L I O

DIVERSE HOSPITALITY EXPERIENCE
GUIDES OUR STRATEGY FOR FOCUSED,
PURPOSEFUL, AND CREATIVE RESULTS.



MORGAN+SCHOEN HAS BEEN DEVELOPING UNIQUE HOSPITALITY EXPERIENCES AND DRIVING PROFITABILITY FOR OWNERS SINCE 2004. LED BY FOUNDERS ASHLEY MORGAN AND RYAN SCHOEN, THE COMPANY PRIDES ITSELF ON DEVELOPING ECONOMICALLY FEASIBLE SOLUTIONS THAT CREATE RELEVANT PRODUCT DIFFERENTIATION. THIS IN TURN DRIVES RESULTS.



HOTEL TERRA JACKSON HOLE

MORGAN+SCHOEN played integral roles in the design, permitting, construction, and management of this 132 room eco-luxe condo-hotel. One of the first LEED Certified hotels in the United States. MORGAN+SCHOEN oversaw the entire “greening” process to ensure it was not only built sustainably but operated in that fashion as well. [Hotel Terra](#) also catalyzed the creation of Terra Resort Group (later Metwest Terra Hospitality), the management company which Ashley Morgan and Ryan Schoen were founding partners.



[\[Eco Structure\] Hotel Terra Brings Eco-Chic To The Mountains](#)
[\[Travel + Leisure\] #7 Best Resort in the Continental United States](#)
[\[Conde Nast\] #8 Top Twenty Hotels in the West](#)
[\[Business Insider\] #29 50 Best Hotels in America](#)





TERRA RESORT GROUP

The two founding partners of MORGAN+SCHOEN also founded Terra Resort Group (now Metwest Terra Hospitality) with four other hospitality partners. The company grew from managing a single resort in Jackson Hole to the management and asset management of eleven hotels across the United States. Majority interest in the entity was acquired by Metwest Ventures and now MORGAN+SCHOEN maintain a passive ownership interest in the entity.



[\[Hotel Interactive\] Terra Resort Group Assumes Management of Topnotch Resort and Spa, in Stowe, Vermont](#)

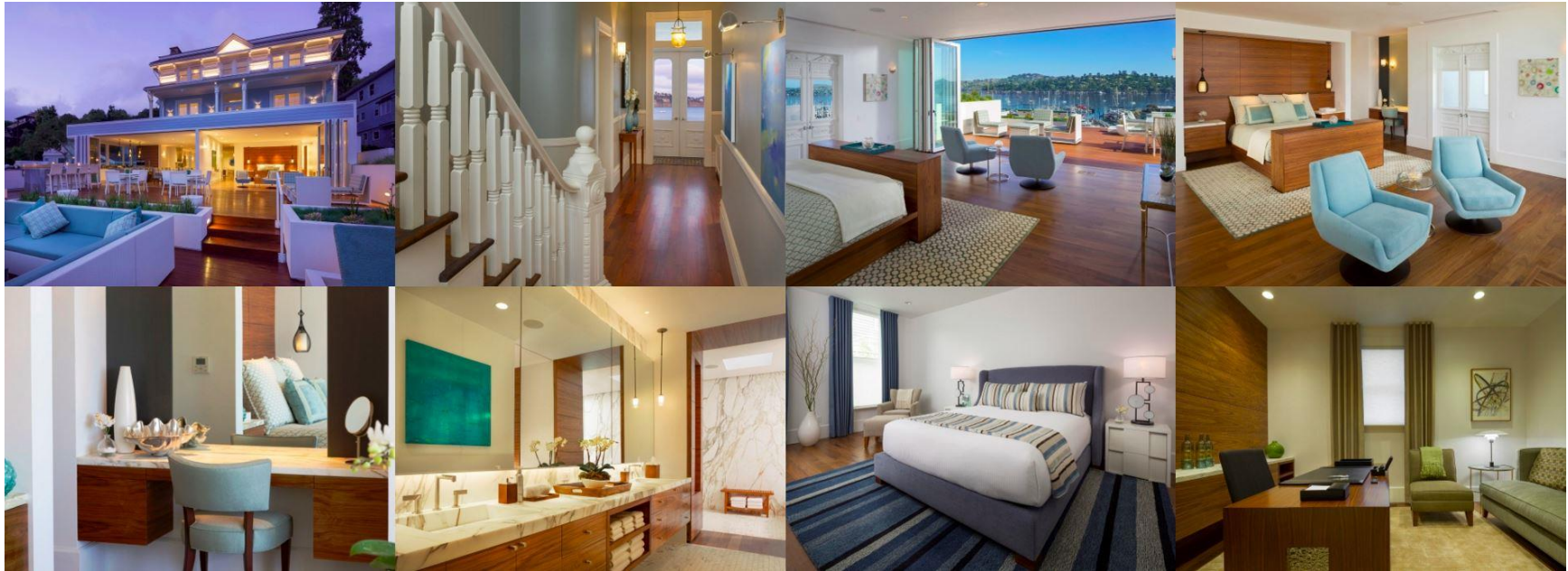
[\[Hotel Interactive\] Terra Resort Group and MetWest Ventures Form New Hospitality Company: MetWest Terra Hospitality](#)

[\[PR Newswire\] MetWest Terra Hospitality Announces Addition of Downtown San Francisco Hotel to Management Portfolio](#)



CASA MADRONA

MORGAN+SCHOEN, while with Terra Resort Group, took over the redevelopment and daily management of Casa Madrona. The dilapidated property in a prime location in Sausalito was purchased at an FDIC administered foreclosure auction. After a complete redevelopment, significant capital investment, service enhancements, and repositioning, the property is now, once again, an iconic destination just over the Golden Gate Bridge from San Francisco.



[\[Marinscope\] Changes Continue for the Casa Madrona](#)

[\[CNBC\] They Livin' It Up At This Hotel California](#)

[\[Forbes\] For \\$25,000 A Night Take Over Sausalito's Luxe Mansion at Casa Madrona](#)

[\[Fortune\] The \\$10,000 Suite For Silicon Valley Elite](#)



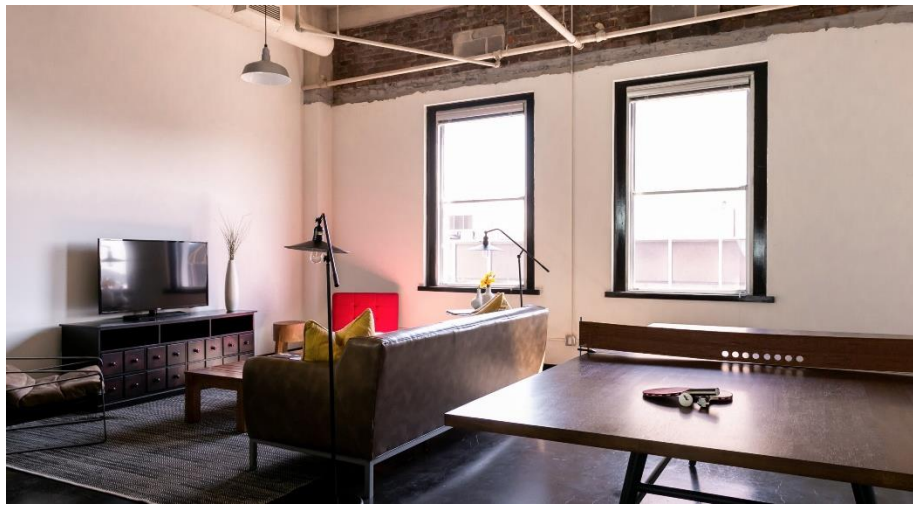
THE RESIDENCES AT WAIKIKI BEACH

Tasked with repositioning a 30-year-old 140-unit condominium hotel, located at famed Waikiki Beach in Honolulu, HI, MORGAN+SCHOEN developed and implemented a comprehensive strategy. The strategy included a new property identity, digital marketing strategy, \$15M in property upgrades, and onsite operational improvements.



BODE

MORGAN+SCHOEN worked with a venture backed family equity office to develop and operate a revolutionary hospitality concept targeting the modern traveler. The brand includes significant adjustments to a typical hotel service model aimed at the growing market of friend and family group travel. The property design, amenities, and service structure were all reimaged to cater to the unique needs of this market segment, driving unrivaled top and bottom line returns for its investors.





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